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II. AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method, executed on at least one computer device, of managing items available for electronic purchase, the method comprising:

storing, on the at least one computer device, the items in a hierarchical structure, wherein each of the items is located using a database search query for each level of the hierarchical structure and a page is dynamically generated, for a user at a user device, based on [[the]] a result of the query, wherein the query returns a set of records containing the items based on a level of the hierarchical structure selected and queried;

storing, on the at least one computer device, historical data corresponding to operations performed by each of a plurality of users to locate an item in the hierarchical structure, wherein the operations include each level and corresponding category of the hierarchical structure navigated by the plurality of users;

identifying, ~~on~~ by the at least one computer device, at least one high frequency item corresponding to a high level page by analyzing the historical data to identify at least one item that is most frequently located from a high level of the hierarchical structure corresponding to the high level page; wherein the ~~at least one high frequency item is an item that is frequently purchased;~~ and

receiving a request for a high level page on the at least one computer device, the high level page corresponding to a high level of the hierarchical structure; and

automatically generating, on the at least one computer device, the high level page using the query for each the corresponding high level of the hierarchical structure and the identified at least one high frequency item to display the at least one high frequency item on [[a]] the high level page, wherein the query high level page is dynamically generated by the at least one computer device at the time of selecting the level of the hierarchical structure in response to receiving the request for the high level page.

2. (Currently amended) The method of claim 1, ~~further comprising the identifying including:~~